

IMC 306: Internet Marketing Communication

A detailed survey of marketing communications online applications, e.g. the Web site as a basic marketing platform, search engine optimization, digital promotions, e-mail and social media marketing.

3 Credits

Prerequisites

- IMC 205: Writing for Integrated Marketing Comm (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture/Lab: Lecture/Lab for IMC 306

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

